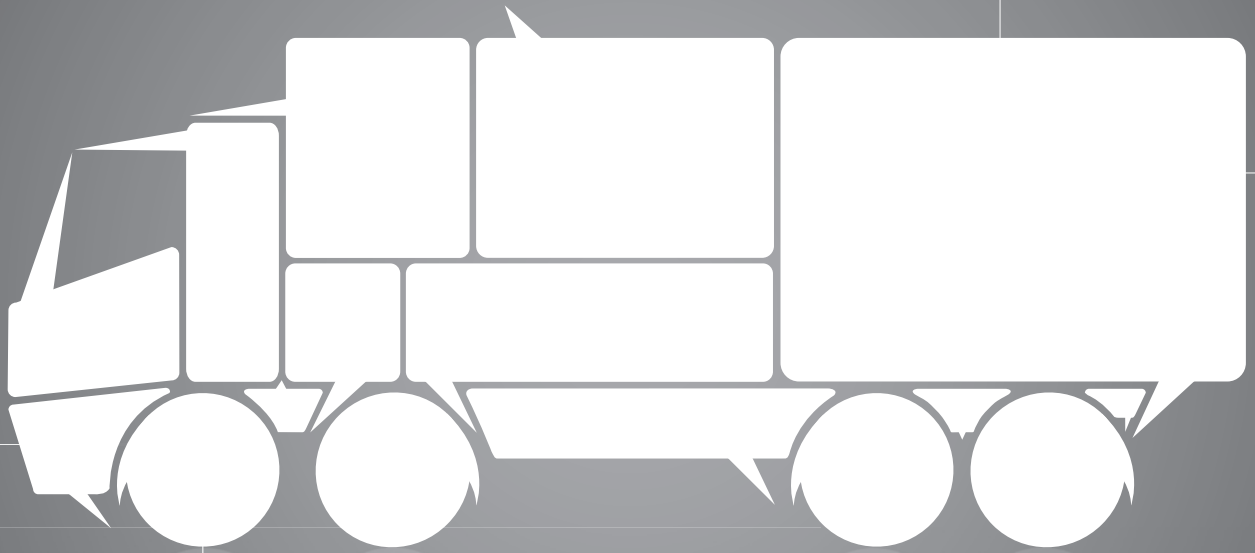


Mahindra
Rise.

**Our trucks outperform.
But we're not the ones saying that.**



Mahindra Trucks and Buses

The top of the page features a dark, gradient background on the left with the Mahindra logo in white. To the right is a close-up, high-angle shot of a truck's front grille and headlight, rendered in a dark blue-grey color. The logo consists of the word 'Mahindra' in a bold, sans-serif font, with 'Rise.' in a smaller, lighter font directly below it.

Mahindra
Rise.

The Mahindra Group

With over 60 years of automotive experience in India, Mahindra stands as a full-range player with a presence in almost every segment of the automobile industry. Whether it is in the segment of two-wheelers, commercial vehicles, utility vehicles, sports utility vehicles or sedans, Mahindra has unparalleled knowledge and experience. In fact, their entire product range has been engineered for Indian requirements with the underlying philosophy of 'Made in India, Made for India'.

The new range of medium and heavy commercial vehicle is being manufactured at the new green field plant at Chakan.

The plant, which spans over 700 acres, has been set up with an investment of over Rs. 4000 crores and is producing other Mahindra products as well.

To match the high performance of its trucks, Mahindra has a superior sales and service network that is geared to meet any eventuality. What's more important, it comes with the kind of assurance that few others provide; over 57 dealerships, roadside assistance centres, well-organised spares warehouses in Vadgaon and Hyderabad and the 5 'Fast Response Centres' strategically located across the country.



The company also has India's first multi-lingual helpline, manned by technical experts to provide instant support. And along with the NOW mobile service vans and workshops, Mahindra has the service support that can reach you wherever and whenever you want. This has contributed in making them No. 1 in Customer Satisfaction.

Today, with thousands of trucks on the road and service points conveniently spread across the country, the company has taken outperformance to the next level. By creating trucks specifically designed for different applications, Mahindra is delivering outperformance wherever and whenever the business needs.

From transit mixers and bulkers, to car carriers and refrigerated container trucks, Mahindra provides an entire line of integrated trucking solutions. Solutions that have helped customers profit by giving them the advantage of quick turnaround time and reliability, along with the assurance of Mahindra excellence in every aspect.

The pages that follow, bear testaments of those who have experienced what these machines have to offer. And today swear by the values, service and efficiency of the machines built for Outperformance.



P. D. Gupta

42 years | Proprietor, Manish Container, Mumbai | Fleet size of 55 trucks
Vehicle: TRACO 40 & TRACO 35 | Application: Trailer container

Mr. Gupta wasn't really looking for performance, as much as personality in his next purchase. A truck that would make his fleet stand apart from his peers and elevate his social status. His search ended when he first saw the premium Mahindra trucks. Little did he know that matching those stylish exteriors was performance equally superior.

In fact Mr. Gupta has found little to be concerned about ever since. What with the zero breakdowns, helpful service providers, excellent cabin comfort for drivers and sufficient mileage. Even drivers insist on driving a Mahindra over any other truck. A sight rarely seen in the company's 16 years in the trucking industry.



“Mahindra has brought a market change through it’s performance and service. I am satisfied and would recommend it to others to bring efficiency in the business.”



Motilal Agarwal

60 years | Director, Supreme Transport Solutions, Ahmedabad | Fleet size of 60+ trucks
Vehicle: TRUXO 25 | Application: Textiles & MLO

Big. That is the one thing any businessman aims for; a big company, big money or big success. Mr. Agarwal is one such fleet owner. So when he first examined what Mahindra was offering, he was soon seen adding one of Indian transport's finest trucks to his fleet.

A bigger payload area to carry more. A bigger cabin for more legroom. A bigger profit for more success. The truck delivered all that it had promised. As for Motilal's decision, did it return the need for big? The answer is a big yes.



“My Mahindra trucks, even after having clocked 1.1 lakh kilometres, are still running on their original tyres!”





Shreyans Kataria

30 years | Director, Kataria Transport, Delhi | Fleet size of 225+ trucks
Vehicle: TRACO 35 | Application: Car, consumer durables & white goods

When Mahindra began its quest to revolutionise Indian transport it was the people who made it a reality. People like Shreyans Kataria, who aspired to be or be associated with a change agent. So when he heard of the revolutionary Mahindra trucks, he was immediately a part of it. And the journey so far has been smooth sailing.

With advanced mileage, superior cabin comfort, prompt service and low downtime, Shreyans, along with his drivers, is happier than ever. And business is surging ahead as well. All signs of a revolution at work.

“When the product comes from the makers of Scorpio, Bolero and XUV500, you know it’s going to be tough and high on performance.”



Ketan Shah

53 years | Director, Navigator Logistics, Ahmedabad | Fleet size of 40+ trucks

Vehicle: TRUX0 31 | Application: Tanker

On a field visit to Mahindra's cutting-edge manufacturing plant at Chakan, Mr. Shah made a choice. One that proved to be a great business decision. So great in fact that today he has placed a repeat order of 6 additional Mahindra trucks.

Ever since Mr. Shah started using Mahindra trucks in his fleet, his business has been gaining additional profits. This is because the powerful trucks, while effortlessly facing challenges of the road, do 30% more trips than any other truck in his fleet. And if ever there have been moments where the trucks need attention, the Mahindra dealers and staff have promptly resolved the issue. Just the sort of trucks any business looks for - engineered to keep going on and on.



“Mahindra trucks are helping us do 30% more trips per month than other trucks. Just gave a repeat order of 6 more trucks.”

Darshan Baweja

40 years | Director, DBRC, New Delhi | Fleet size of 750+ trucks

Vehicle: TRACO 35 | Application: Car carrier

When Darshan Baweja bought a Mahindra truck, he knew his business would benefit from its raw power. But soon he realised that the truck had a lot more to offer. The mileage for instance; Darshan's truck gave him the best mileage even at a speed of 55-60 kmph. The best thing was that the driver hardly felt any fatigue thanks to the comfortable cabin. All this with the added assurance of hands-on customer service at every step of the way.



“Their prompt service support and agile response makes my operation hassle-free. I have certainly made the right decision.”





Ram Dev Tiwari

50 years | Director, Tiwari Cargo Carriers, Kolkata | Fleet size of 55+ trucks
Vehicle: TRUXO 25 - 170 | Application: Jute products

When Mr. Tiwari first saw a Mahindra truck standing in his office compound, he wanted to know everything about it. Very soon he was convinced that purchasing this truck could help take his business forward. And indeed it turned out to be a great decision. The truck offered better speed, better mileage, great power and a highly fuel-efficient engine. Moreover, its spacious cabin ensured his drivers were comfortable on those long and tiring drives.

Proving yet again that when you get a Mahindra truck, you get all the benefits of outperformance.



“Even with heavy loads TRUXO 25 - 210 climbs hilly terrains smoothly.
At the same time, offers great fuel-efficiency.”

Vikram Khurana

32 years | Partner, Sheetal Parivahan, Mumbai | Fleet size of 160+ trucks
Vehicle: TRUXO 25 | Application: Reefer vans

Vikram was looking for new ways of getting greater recognition for his family transportation business. So when the chance to experience the high-performance Mahindra trucks arrived, he was immediately on-board. The strong yet stylish exteriors, the intelligent new technology and the value for money, the trucks satisfied his every need. And the needs of his drivers too. For, ever since driving these trucks, they find comfort in no other. All thanks to its on-hands service support, driver training initiatives and comfort driven interiors.

A solid backing for a thriving business. Happy drivers. And boost in much sought after recognition. What more could a man-on-the-mission want?



“State-of-the-art technology and fabulous looks of Mahindra trucks have instilled confidence in my clients. Also, not a single breakdown so far. They are value for money!”







“In Mahindra trucks our drivers feel very comfortable. They are covering the same distance in 4 days that they earlier used to in 5.”



Gopal Prasad Chowdhury

58 years | Managing Director, Chowdhury Transport, Kolkata | Fleet size of 28 trucks

Vehicle: TRUXO 31 | Application: Tanker

From the day he added a Mahindra truck to his fleet, Mr. Chowdhury experienced many changes. Most of which have worked in favour of his business.

Unlike other trucks, a Mahindra needed its first oil change only after clocking 10,000 kms and the second at 40,000 kms. The spacious cabins gave comfort like never before, letting his drivers travel long distances without feeling tired. Boosting business performance and profitability. Another great advantage was Mahindra's strong network of service centres. If ever Mr. Chowdhury faced a problem with the trucks, he knew that help was always round the corner.



Kedar Joshi

33 years | Director, Om Freight Forwarders | Fleet size of 30 trucks

Vehicle: TRACO 40 | Application: Port container

Here's something you don't hear too often - a truck that keeps families together. And Kedar Joshi will vouch for it. Ever since he's bought a Mahindra truck, he spends less time stressing over business and more time with his family.

The trucks, with their great power and pick-up, removed the stress of trips on risky ghats. Their smart design significantly reduced servicing nightmares. Moreover, the trucks gave longer trips and lesser downtime. Thereby becoming trucks that have been built for not just increasing business profits but reducing its stress too.



“We can see the difference in the performance of Mahindra trucks. Where other trucks make 4 trips, a Mahindra truck is able to make 5.”



Dhananjay Singh

45 years | Director, Kaushik Global Logistics, Kolkata | Fleet size of 300 + trucks
Vehicle: TRACO 40 & TRUXO 31 | Application: Port container, Bulk container & Steel coils

Mr. Singh had a few good reasons for buying a Mahindra truck: better quality, powerful engine and the upgraded gearbox. But now he has more reasons to say that his choice was just right.

The trucks' comfy interiors keep his drivers in comfort on long journeys. Moreover, Mahindra's training initiative gives them more confidence. He gets prompt services thanks to the excellent customer support and easily available spares. Moreover, the raw power of these trucks help him deliver loads that other trucks failed to carry.

“Mahindra trucks, due to their robust build, can support heavier loads compared to other trucks. Drivers love them.”





“Their robust long wheelbase trucks offer 21 tonnes higher load carrying capacity. Helping us do more business.”



Ashok Rajguru

50 years | Director, RTS Logistics Pvt. Ltd., Mumbai | Fleet size of 70 trucks
Vehicle: TRUXO 31 | Application: Port container

There are many reasons for buying a Mahindra truck. For some it is the assurance of the Mahindra brand name. For some it's a visit to the state-of-the-art manufacturing facility at Chakan. For Ashok Rajguru, it was a friend's recommendation. Ashok's friend had personally experienced the advantages of owning a Mahindra truck: better mileage, better load carrying capacity, durable tyres, more trips and more profits. And when Ashok bought his own Mahindra truck, he was more than happy. Because he saw a 20% profit hike, on-time deliveries and his drivers were more comfortable than ever before.



“The fittings, especially the pipelines, light wires and brake pipe fittings of a Mahindra truck are ideal for the Tanker application.”



Sanjay Singh

44 years | Director, Shree Durga Oils, Kolkata | Fleet size of 276 + trucks
Vehicle: TRUXO 31 | Application: Tanker

“This is truly the best truck if you want to run a highly economical business.” A strong statement made by Mr. Singh, but then he had very strong reasons to say it. For starters Mahindra trucks offered better mileage, greater cabin comfort, a heavier chassis and optimum wiring. Moreover, they gave drivers easy manoeuvrability, even on tough terrains.

But there was a lot more that added to the satisfaction of Sanjay. Like the overnight servicing his trucks received. Reason enough to make anyone a fan of the Outperformer.



P. Mohan

42 years | Director, Gem Rock Drills Salem | Fleet size of 10 trucks

Vehicle: TRUXO 25 | Application: Rigs & Borewells

There's no room for underperforming trucks in the demanding Borewell Rig segment. Driving on hilly terrains with a bulky rig requires a lot of power; the kind that ordinary trucks cannot provide. This is why Mohan trusts Mahindra trucks. The sturdy chassis and great pulling power give him non-stop driving. This non-stop quality is also found in Mahindra's service. Even in the remotest area, service support was available 24x7. These are the reasons Mohan didn't look at any other truck. What about you?



“I work mainly in hilly areas and faced problems with other trucks. Now I send only Mahindra trucks there.”

OUTSTANDING SERVICE THAT'S ALWAYS ON STANDBY.

Over 57 CV dealers (HCV + LCV) and 26 LCV dealers

Our dealerships are equipped with the latest tools, genuine spares and accessories, driver dormitory, fully covered workshops as well as all the technical know-how on servicing Mahindra trucks and buses.

Hundreds of RSAs (Road Side Assistance points)

These centres are our strategic partners to give Mahindra trucks and buses an impressive road assistance network from the very beginning. Technicians at these centres have been trained and equipped by us.

NOW: India's first multi-lingual, 24X7, on-road assistance service

This unique helpline makes sure that expert advice and immediate aid is available, anytime and anywhere for Mahindra trucks and buses.

Increased oil change intervals, to ensure greater savings

With Mahindra trucks you can expect the best in every aspect. Even in their oil change intervals.

- Gearbox at 120,000 km
- Engine at 60,000 km
- Rear Axle (Differential) at 120,000 km

Numerous well-equipped Mobile Service Vans

The Mahindra Trucks and Buses service van is a unique highway assistance facility that reaches out to broken down vehicles at any hour, anywhere they may be.





Best-in-Class Warranty Package

Our warranty plans are designed to give you complete peace of mind. So that you have a hassle-free truck owning experience and the only thing you worry about is how to outperform in your business.

Annual Maintenance Contract

This customisable Annual Maintenance Contract ensures you get the benefit of our competent assistance, at very competitive rates, for genuine parts and services.

Mobile Workshops

These unique vehicles have been fitted to carry everything a full service station can provide. Including spare parts, tools, trained technicians, a mobile phone and essential documents, like a job card, invoice, etc.

Easily available genuine Mahindra Trucks and Buses oil

Available in a customised pack through IOCL, this is a high-grade oil with long drain intervals that ensures upkeep and optimum performance of aggregates.

*Warranty applicable for HCV Range of trucks - 5 years or 5 lac km warranty on engine, cabin (metal sheet and frame only) & chassis frame, 4 years or 4 lac km warranty on driveline, 3 years or 3 lac km comprehensive warranty, For extended warranty please call our representative. This warranty package is not applicable for Tipper, LCV trucks & buses. **Transferable Warranty applicable only on first resale, Conditions apply, Conditions applicable on AMC.



Mobile service van



Mobile workshop



Fully covered workshop

Mahindra
Rise.



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